

Corona Crisis and Corona Extra – The Beer Brand

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Corona the word in every body's mouth worldwide, from Asia to Africa, to Australia to America and Europe. If you asked someone before the year 2020, what Corona is the answer most likely would have been the name of a beer? Corona is Latin and or Spanish for crown and the logo of the Corona beer brand. But the corona virus also has appearance that recalls the solar corona according to Almeida JD, Berry DM, Cunningham CH, Hamre D, Hofstad MS, Mallucci L, McIntosh K, Tyrrell DA (November, 1968). "[Virology: Coronaviruses](#)". *Nature*. 220 (5168): 650.. According to <https://www.corona.com/> Corona was born at the beach surrounded by ocean. We believe that life is better lived with salty air in our lungs and sand beneath our toes; it is where we feel at home. To cite Wikipedia: Corona Extra is a pale lager style beer produced by Mexican brewery Cervecería Modelo and owned by AB InBev. Anheuser Bush with over 500 brands in over 100 countries <https://www.ab-inbev.com/>. Corona is commonly served with a wedge of lime or lemon in the neck of the bottle to add tartness and flavor with 4.6% alcohol. The main Corona brand is *Corona Extra*, which is the top selling beer from Mexico and is one of the top five selling beers worldwide. Available in over 150 countries, it is also Mexico's leading export brand. It was first brewed in 1925 by Cervecería Modelo on the tenth anniversary of the brewery. In 1926 the brewery decided to package the beer in clear glass quarter bottles. In 1997, *Corona Extra* became the top-selling imported beer in the United States, surpassing *Heineken*. Unlike many beers which are bottled in green bottles like Heineken, Corona is bottled in a clear bottle, increasing the opportunity for spoilage. Exposure to sunlight or light from fluorescent bulbs such as those used in refrigerated display cases significantly damages the taste of beer, yielding a taste that is often described as "skunky". This is the result of the essential hop oils spoiling due to [UV](#) exposure. In December 2019, a pneumonia outbreak was reported in [Wuhan, China](#). On December 31, 2019, the outbreak was traced to a novel strain of corona virus, which was given the interim name 2019-nCoV by the World Health Organization (WHO), later renamed [SARS-CoV-2](#) by

the International Committee on Taxonomy of Viruses. We all know the rest of the story from personal experience. Maybe not all of us know the role of the Corona beer brand in this crisis. It's very seldom that a natural or manmade disaster coincident with the name of a brand. We therefore would like to study how the Corona Extra brand has been impacted by the corona crisis. We need to distinguish between what the crisis and lockdown has done to the economy and breweries in general. Due to the closure of the hospitality industry has greatly suffered and beer consumption dropped especially the bulk sale of beer in barrels. Mexican breweries also were classified as non essential industries and shut down for a while. Another factor as pointed out is the clear bottle which can lead to shorter shelf life of corona extra. On the other hand people stockpiled food and beer to survive the lockdown while spending more time at home during home office and homeschooling. Another hypothesis may be that more time at home with not much other cultural activities lead to increased beer and or alcohol consumption. And there were so called corona parties where the cool thing was to bring corona extra to celebrate with friends in public while social distancing was ordered. Equally inappropriate were jokes like "you want a corona with your corona". On the other side surveys in the USA indicated that 38% of those surveyed stated that they would not buy corona extra at this time. Some people even falsely believe that you can get covid-19 by drinking corona. The corona extra was not the cause but the drinking in groups can be dangerous. The old marketing saying "any publicity is good publicity" may not be seen that way but it certainly contributes to the brand equity in one way or the other. Let's see how things develop, it certainly will be an interesting case study for years to come.

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